

SCHEDULE FOR OPERATION OF COLUMBIA SHEET MILL SET 4 MONTHS AGO KEPT TO MINUTE



Tomorrow the mute prediction made in that picture will be fulfilled to the letter. At 11 o'clock, just four months from the date of the first shovel work by Mr. Botchford, the mill will be turned on and the first sheet of steel will be turned out. That, say steel men, is operating on schedule. And that also, says a layman, is knowing in advance that the schedule will be adhered to.

In the picture taken when Mr. Botchford turned the first shovelful of Torrance soil R. D. Taylor of the company is holding a calendar and is pointing to the date, January 18. Next to him is N. A. Becker, Columbia general superintendent, with another calendar. Mr. Becker is indicating the date for the operation of the plant—May 18. W. L. Booth, manager of the Torrance plant, is looking on, and next to him is William Austlin, assistant to Mr. Booth, pointing to a clock, the hands of which are at 11, the exact minute when Mr. Botchford used the shovel. Adjacent to Mr. Austlin is Irvine Skeoch, construction engineer, who is the person most immediately responsible for the on-schedule operation of the mill.

Below the group is pictured an interior view of the rolling mill. This shot was taken on April 18 at 11 a. m., just three months later than the top picture. It shows the rolling mill units installed. Less than two months before this interior view was taken in Torrance this machinery was operating in South San Francisco in the same building in which it is now housed in Torrance. All the machinery and buildings were shipped by rail to Torrance after February 20.

Back east they pride themselves on schedules and keeping up to them. Out west here—well, the foregoing words and the pictures above speak for themselves.

Steel Men, Attention! Torrance Is Shopping Center for Whole Los Angeles Harbor District

The hub of the district in which it is located, Torrance rapidly is becoming the trading center for the whole area.

To the casual observer the business district in Torrance is not well built up. This mistaken impression is due to the fact that the business district of Torrance, which is zoned for business alone, was originally designed so that all parts of the residence district would be equidistant from the business area.

The residence district spreads out like a fan from the business district, which in turn is separated from the industrial district by artificial barriers. By placing the business district between the industrial area and the residence district the planners of Torrance protected dwellings from industry and industry from dwellings, an excellent consummation.

Would Be Impressive If all the business houses in Torrance were placed in one group the result would be an imposing looking commercial section.

But the fact that they are scattered throughout the business zone is a distinct advantage to residents of all parts of Torrance.

More than that, the holding to the business zone guarantees that Torrance population will not outgrow the territory available for business.

When one talks to prospective residents in terms of retail trade he must naturally speak about service and prices.

The engineering and consulting economist firm of Eberle and Riggleman recently made an extensive study of marketing conditions and retail prices in Torrance. Theirs is

an impartial conclusion. The survey was made to ascertain the truth and not to shower praise on Torrance.

Prices Are Fair

Several statements taken from the report of this survey follow: "Practically all groceries purchased in Torrance are secured from local merchants."

"We interviewed about 65 people and checked prices on a number of staple commodities and found them to be either the same or lower than in Los Angeles. Furthermore we found that the sales service in Torrance was superior to that received in the city. When Torrance is compared with the other communities visited, with the exception of Los Angeles, Vernon, San Diego and Oakland, it is found that retail prices are somewhat lower in Torrance than in any of these towns." (The survey included almost every city in the county.)

Recreation of All Sorts Here For Residents

All work and no play makes Jack a dull boy—particularly in an industrial city.

So Torrance seeks to provide recreational facilities for young and old as well as providing jobs for residents with which to gain the leisure necessary for play.

Tennis players are provided in Torrance with two courts, constructed by the Board of Education on the high school grounds and open to the general public.

Golf enthusiasts find Torrance admirably located near splendid links.

The Palos Verdes 18-hole links is within 15 minutes of Torrance and is regarded as one of the finest courses in the west.

The San Pedro Country Club course is a short drive from Torrance, and local players find this ocean-side links an extremely sporty group of holes.

For the man who plays neither golf nor tennis Torrance offers other facilities for recreation.

Baseball for All Last summer hundreds of Torrance men played on teams in the Twilight Indoor Baseball League. Games were played on the high school diamond after working hours. A new league was formed for play during the winter. These leagues are not exclusive affairs. Anyone may play and enjoy the benefits of friendly competition and good exercise in the open.

A women's night class in gymnasium is conducted during the winter. There is also one for men. These are part of the curriculum of the Torrance Night School.

Many Torrance residents take advantage of the excellent swimming facilities close by. The world's largest hot salt water pool is only four miles from Torrance at Redondo Beach.

Local residents change their clothes at home and drive either to this pool or to the beach for a swim.

The Chanslor-Canfield Midway Oil Company furnishes a good baseball game on Sunday at the C.-C. M. O. park in Torrance. These league games are extremely fast and provide good wholesome entertainment for hundreds of baseball fans in Torrance and neighboring communities.

Let's Go Fishin'

Good fishing is to be enjoyed within a few minutes of Torrance. Splendid fish are caught off the piers at Redondo Beach, and deep sea fishing trips are popular. Many local men pool a few finances and charter a whole fishing boat for an all-day trip. This costs each but a nominal sum. Regular trips on fishing boats to the deep seas are also to be obtained at Redondo Beach, Wilmington, or San Pedro. Torrance is only a few miles from the docks where one takes the boat to Catalina. Residents of other parts of the country have a long drive to and from the boats for this wonderful trip. The Torrance Theatre provides

Big Executives Of Industries Live Near Job

Men Who Have Won Their Way Up Reside in Torrance

New employees of the Columbia sheet mill will be interested to know that executives of Torrance factories live in Torrance.

The men who have won their way to the top notch in factories which are located in Torrance apparently believe that a man does well to reside near his job.

Among the industrial executives, who own their homes in Torrance are:

W. L. Booth, manager of the Columbia Steel Corporation.

R. R. Smith, factory manager of the Union Tool Company.

R. C. Young, of the International Derrick and Equipment Company.

George Proctor, of the Union Tool Company.

J. J. Byrnes, purchasing agent for the Union Tool Company.

James M. Fitzhugh, sales manager of the Columbia Steel Corporation.

Andrew Brady Wolfe, superintendent of the Columbia Steel Corporation.

Joe Cook, of the Columbia Steel Corporation.

Frank Clark, of the Union Tool Company.

John Salm, president of the Salm Manufacturing Company.

Vic Pullman, of the Torrance Brick Company.

Joe Pullman, of the Torrance Brick Company.

George Smith, of the California Oil Tool Company.

Louis J. Smith, of the California Oil Tool Company.

Harry Perry, superintendent, Chanslor-Canfield Midway Oil Company.

good moving pictures at 25 cents. The program at this theatre changes four times a week. Admission for children is 10 cents.

From the standpoint of recreation for adults and young, Torrance possesses a location that gives it all the advantages and none of the disadvantages of the summer resort. A person residing here can enjoy all the sports and amusements available at a big resort—and never have to close up the house, and rent another.

Build Young Bodies

The Los Angeles school system is noted for its athletic and body-building department. Sports and games under excellent supervision are an important part of the work of the schools in Torrance. Leagues for boys and girls are part of this work. A playground with slides and swings is maintained on the school grounds for the youngsters.

Torrance Development Company

The officers of this organization have played an important part in the development of Torrance since its inception fourteen years ago. They are qualified in experience and resources to help you in any matters of buying or selling property.

We offer our services to the new Columbia workers and all other prospective residents of this Modern Industrial City. Welcome all!

Geo. W. Neill, President

John Dennis, Vice-President

W. A. Teagarden, Secy.-Treas.

1261 Cabrillo Ave., Torrance

Phone 172

—Photos by LaPlante. Above—D. H. Botchford (left) digs the first shovel of soil at the site of the Columbia sheet mill in Torrance at 11 a. m. January 18. Below—An interior view of the sheet mill taken exactly three months later.

Around Pittsburg, Pa., Youngstown, O., and Gary, Ind., the word is whispered that out on the Pacific coast they don't know much about steel—that schedules in sun-kissed land don't mean anything.

But out here on the coast, and here in Torrance, where the steel industry has grown to gigantic proportions, the steel men chuckle to themselves.

For when it comes to steel, that basic master of modern industry, the sturdy men on the Columbia crews don't take their hats off to any eastern outfits.

In witness whereof let it be known to the people of Torrance that Columbia set an "on-the-minute" schedule for operation of the \$2,000,000 sheet mill in Torrance—set the schedule at 11 a. m. on January 20 and told the cock-eyed world that the first bar of sheet steel would start through the plant exactly four months from the date the first shovelful of earth was turned on the site.

On a bright sunny morning in January, on the 18th, to be specific, and at 11 o'clock, to be more specific, D. H. Botchford, executive vice-president of the Columbia Steel Corporation, picked up a shovel and turned the first dirt on the site of the new mill.

While he shoved the spade into the earth a picture was taken in which other Columbia men held calendars and a clock to show the time of starting and to indicate the hour when the plant would begin operations.

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1925 Ford Roadster—New Duco Paint, Balloon Tires, Snubbers, Wind Wings, Motor in best mechanical shape—a real buy\$195.00

1925 Overland Sedan-Coach Just out of the paint shop. Nearly new tires. Motor just gone over, new pistons, rings, pins and timing gears. Can't be beat\$265.00

1925 Chevrolet Sedan-Coach—balloon tires and in first-class shape\$495.00

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1923 Overland Touring—Good tires; just the car to drive to work\$40.00

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OUR SMALL OVERHEAD ENABLES US TO UNDERSELL LOS ANGELES DEALERS

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1922 Buick Six Touring—Best of shape, looks good and runs good.....\$225.00

1924 Ford Coupe—New paint, new tires, lots of extras\$260.00

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1922 Chandler Dispatch—Motor reconditioned, new Duco paint, tires good.....\$210.00

1921 Chandler—A-1 mechanical shape, semi-Calif. top, motor reground and rebuilt short time ago\$115.00

Torrance Motor Co. DAY AND NIGHT GARAGE

1606 Cabrillo Ave.

Phone 127